

10

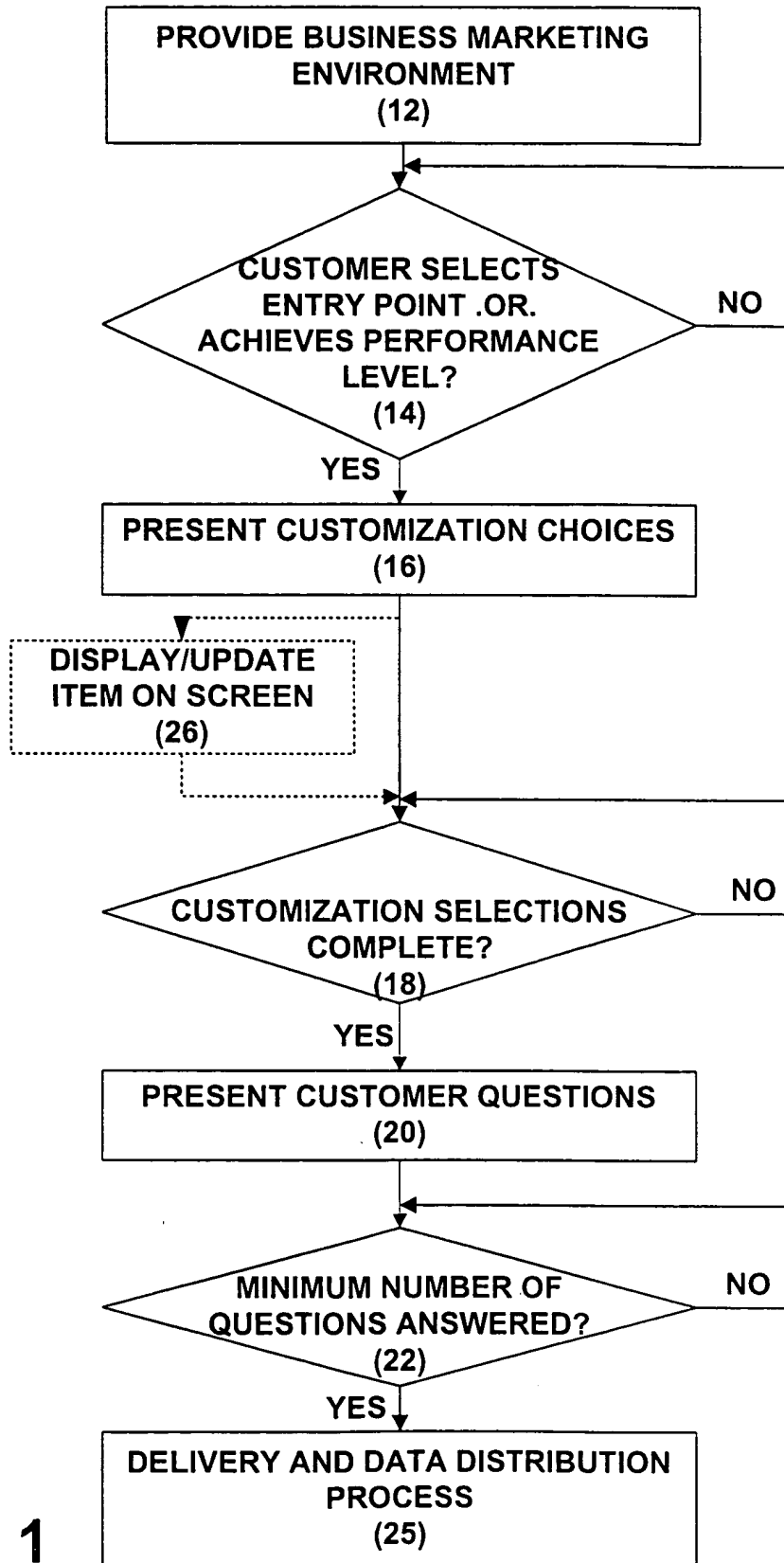


FIGURE 1

10007107-120401

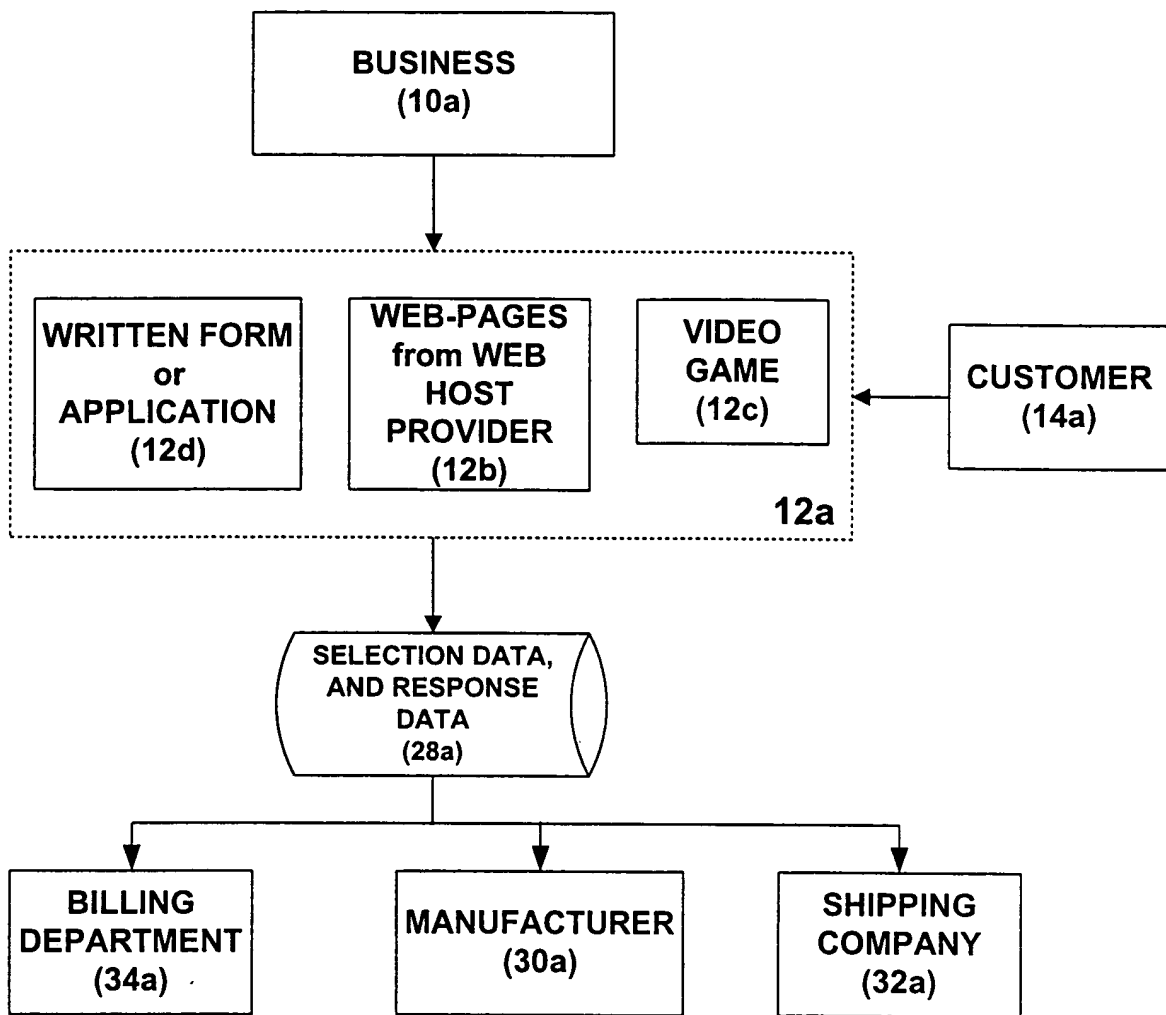


FIGURE 1A

10007107-120401

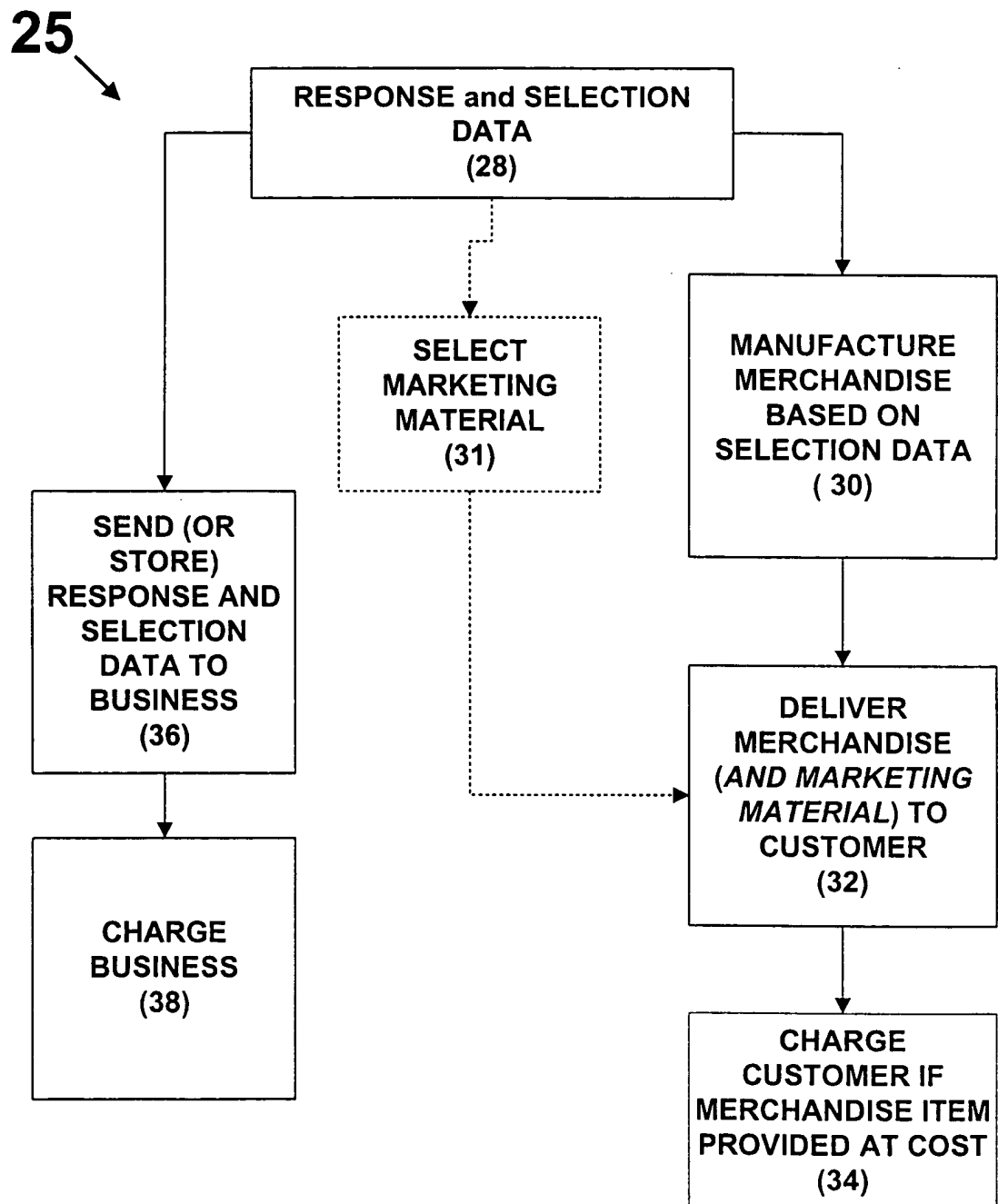


FIGURE 2

25

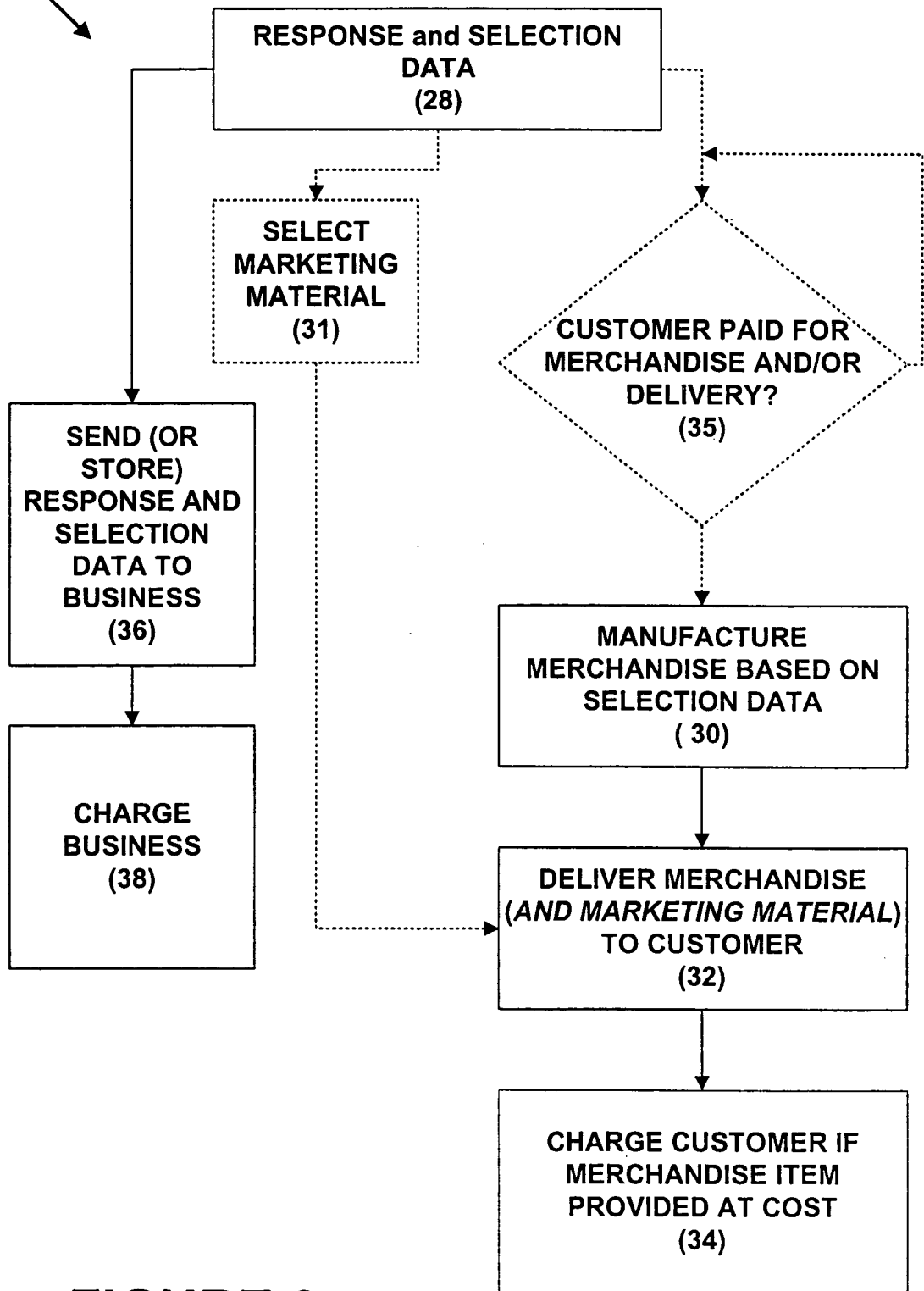


FIGURE 3

10007107-120401

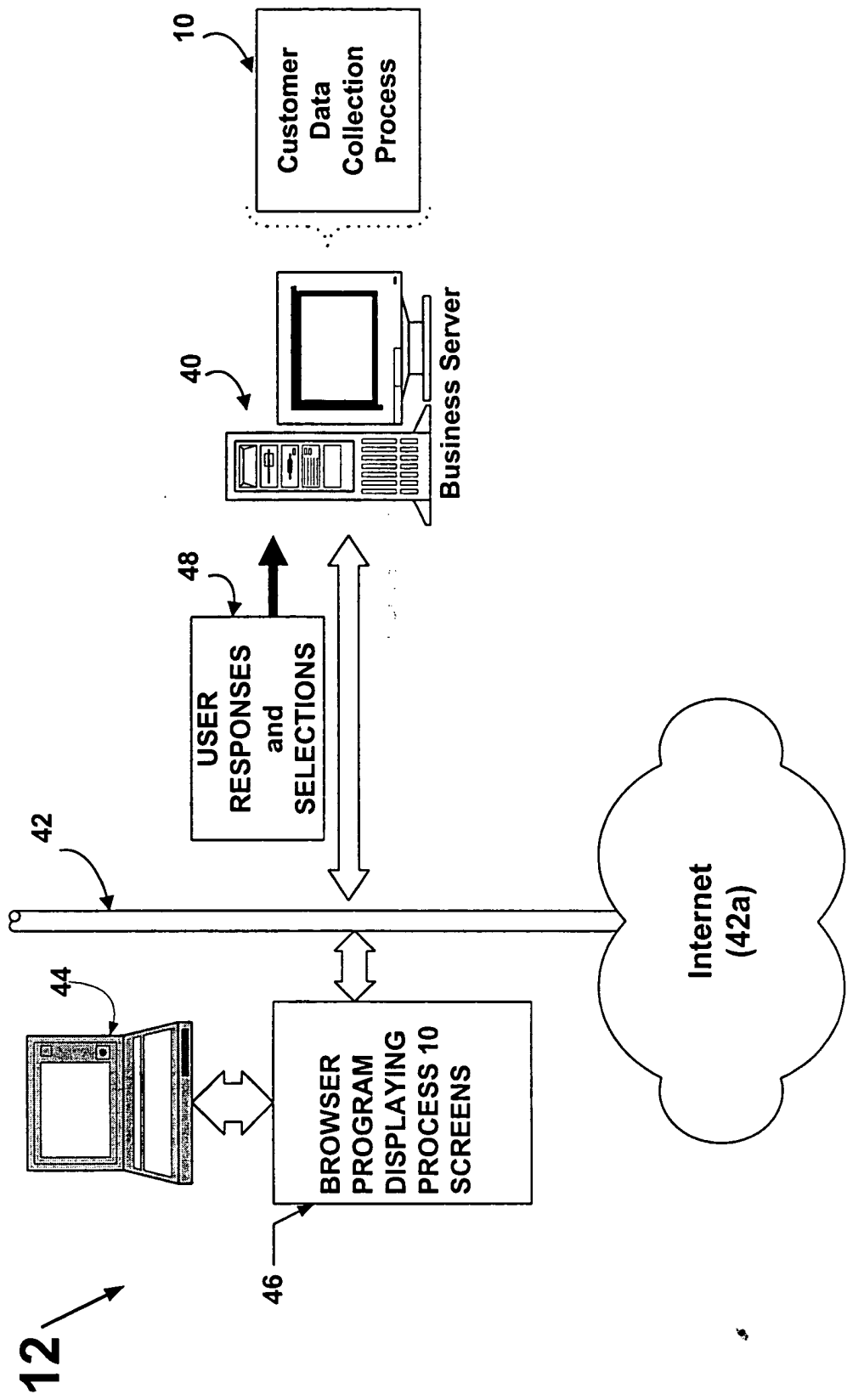


FIGURE 4

FO402T 20T2000T

The banner is divided into two main sections. The left section has a dark background with the text 'your web site .com' in a stylized font. Below this, there are two buttons: 'ALREADY A MEMBER' and 'BECOME A MEMBER'. The right section has a white background with the text 'Place this active "Hot Button" anywhere on your site' at the top. Below this text are two buttons: 'click here' and 'for a free t-shirt'. The 'click here' button is black with white text, and the 'for a free t-shirt' button is white with black text. A small 'CONFETTI' logo is visible in the bottom right corner of the banner.

410A

412

FIG. 4A

FIG. 40A



Volkswagen Free Personalized Tee Shirt Offer

FOUR EASY STEPS

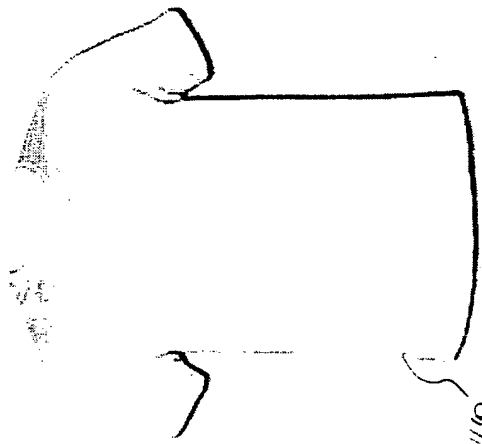
1	Select my Model
2	Select my Color
3	Personalize my Offer
4	Process my Order

Create your FREE personalized Volkswagen tee shirt in about 3 minutes!

☒ I understand that by creating my free personalized tee shirt, I am giving permission to Volkswagen to market goods and services to me in the future. I also understand that by providing true accurate information about myself and my interests, Volkswagen will be able to send me their best and most relevant offers.

Select my Model

Passat
Passat Wagon
Jetta
New Beetle
Golf
GTI
Cabrio
EuroVan



410B

420B

414B

FIG. 4B

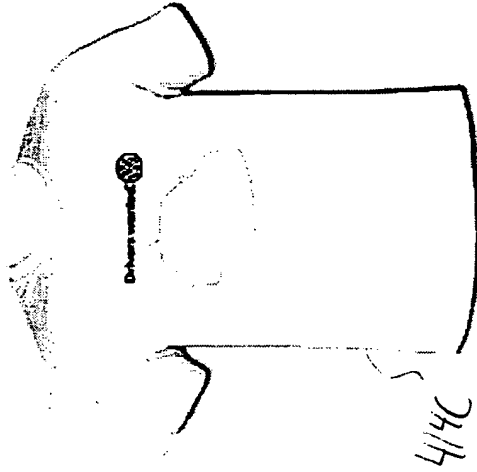


Volkswagen Free Personalized Tee Shirt Offer

FOUR EASY STEPS

1	Select my Model
2	Select my Color
3	Personalize my Offer
4	Process my Order

Select your favorite color



420C

Select my Model	
Dark Blue	
Green	
Silver	
Red	
Yellow	
Bright Blue	
Black	
White	

FIG. 4C



Volkswagen Free Personalized Tee Shirt Offer

FOUR EASY STEPS

1	Select my Model
2	Select my Color
3	Personalize my Offer
4	Process my Order



410D

FIG. 4D

Please answer the following questions

What kind of car do you currently own? - 430D

Make Model

Would you rather buy or lease your next car? - 432D

Please Select

When do you plan on buying or leasing your next car? - 434D

Please Select a Time Frame

What is your house hold income? - 436D

Please Select a Range

Enter your email address to receive a personalized VW offer? - 438D

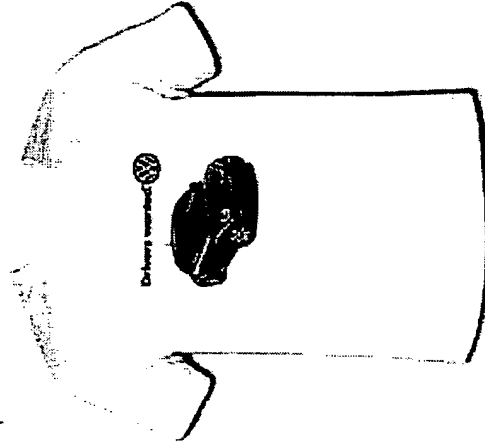




Volkswagen Free Personalized Tee Shirt Offer

FOUR EASY STEPS

1	Select my Model
2	Select my Color
3	Personalize my Offer
4	Process my Order



Please provide your shipping address

First Name: 440E

Last Name: 442E

Address 2: 444E

Address 1: 446E

City: State: Zip/Postal Code: 448E

Submit

FIG. 4E

FORM 2014-2015



Volkswagen Free Personalized Tee Shirt Offer

FOUR EASY STEPS

1	Select my Model
2	Select my Color
3	Personalize my Offer
4	Process my Order

Thank you and we hope you enjoy your free tee shirt

You will soon receive an email confirming your order.

You will then receive a second email confirming that your order has been shipped.

Your personalized tee shirt will arrive in less than two weeks from today.

Enjoy!



450F

410F

FIG. 4F

10007107-120401

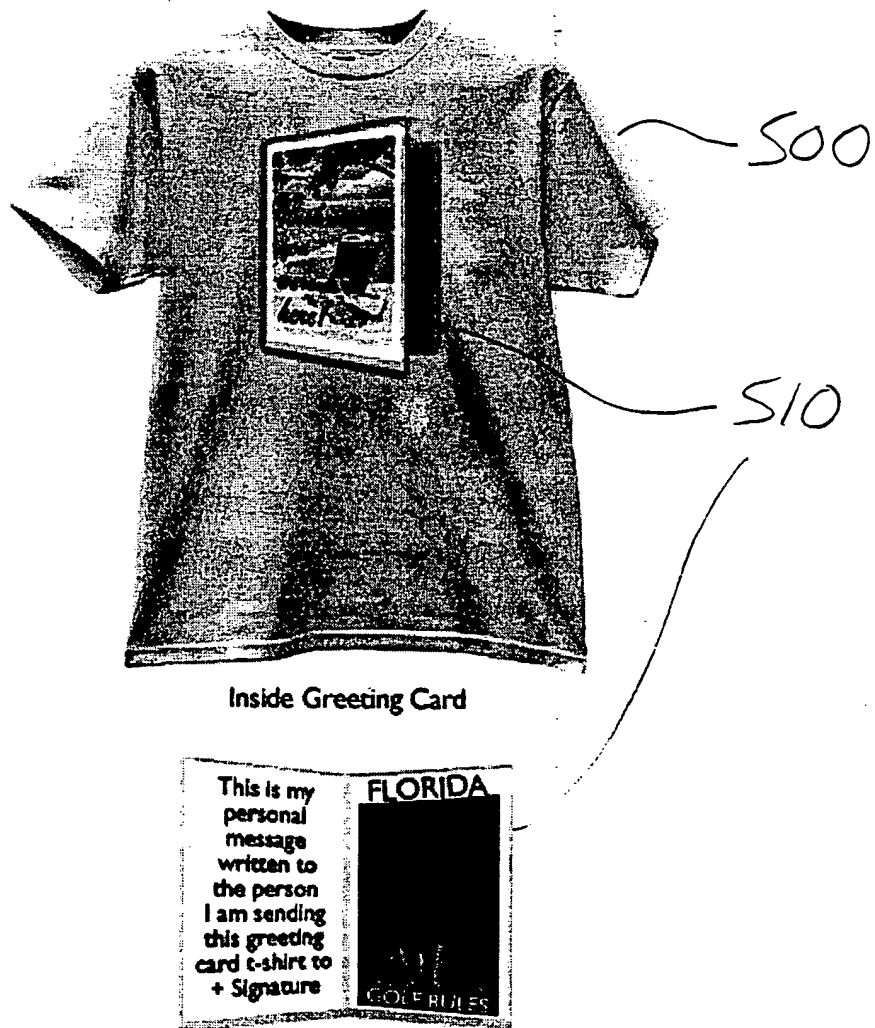


FIG. 5

10007107-120401

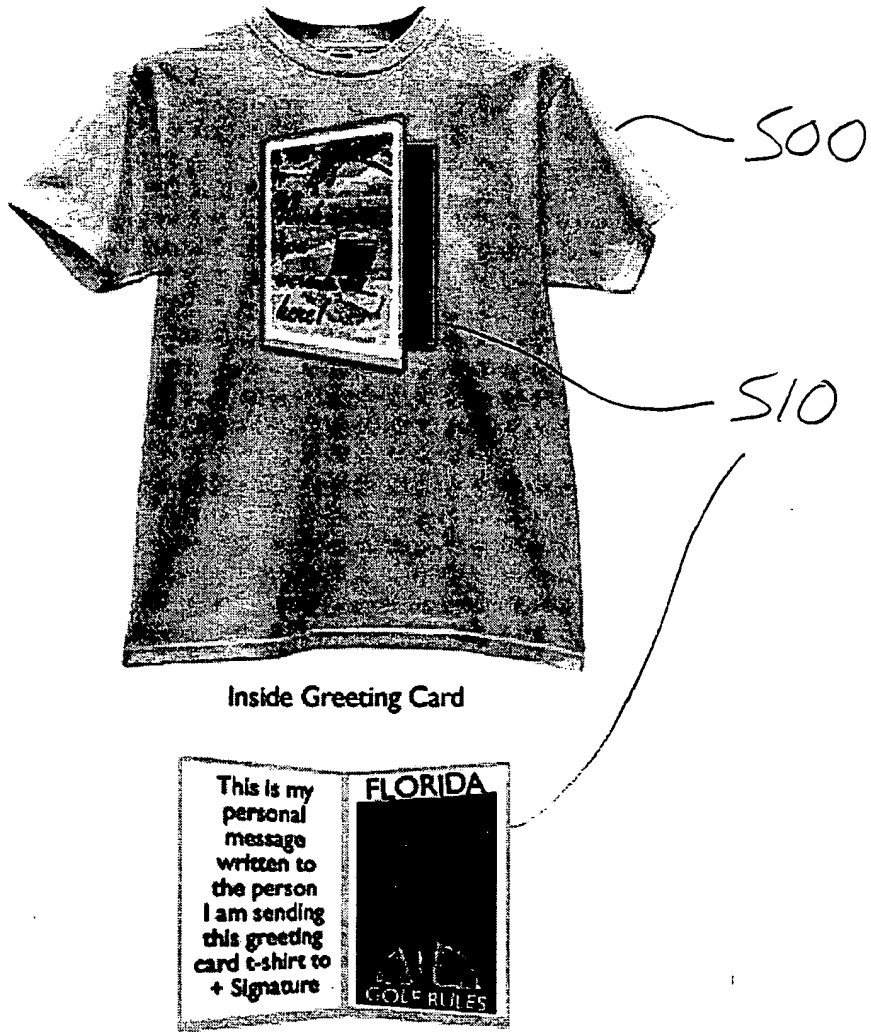


FIG. 5